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## **Chapter 1: Nobody Wants What You Are Selling**

Nobody wants what you are selling! It seems paradoxical to say that in a book about selling. The truth is people only want what you are selling if: 1) You can help them get what they want, or 2) Help them avoid what they don't want on a technical (product), professional/financial (business, career, money), and/or personal level (personal being the most important). AND THE SOONER THE BETTER!

### **EMBRACE THE PERSPECTIVE**

If you embrace this perspective, it will change the way you sell and place you in the upper echelons of salespeople. It changes your perspective because you will spend more time understanding a prospect's professional and business priorities rather than talking about your product or service. This will give you more information for when you do present your product or service.

### **Real Story 1:**

Mary, a salesperson I was observing was meeting with Sharon, a Director of IT (Information Technologies). Sharon's company had just merged with another. Prior to this merger, Mary had been working on a proposal to have Sharon renew a contract that was expiring.

Mary went in to the meeting and after exchanging pleasantries, began to talk about the proposal as if nothing had changed. Sharon's answers were very short and curt, which surprised Mary, since she thought they had a good relationship.

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I couldn't let this go on so I asked Sharon if we could step back and discuss the merger, her thoughts, concerns, how this affected her, the people who worked for her, etc.

Her manner changed entirely and she began to express her concerns, confusion, and more. We finally got to the details we needed to write the proposal but in a way that helped Sharon address her technical, professional, and (most important) personal concerns and priorities—which were mostly about keeping her job.

**Real Story 2:**

In 1976 I was buying my first new car since getting married. I did most of the research and had narrowed it down to a Volkswagen (VW) or Honda Civic. I was torn since both had qualities I really liked. I kept going back and forth to each dealer asking questions. I was at the VW dealer for the umpteenth time and the salesperson said “You have been here many times and I have never really asked you about yourself. Are you married?” “Yes, I am,” I replied. “Do you have kids?” “Yes, we just had a little girl, Erica. She is 3 months old.” “Well, let me show you all the tremendous safety features of the car you are looking at.” The VW sales person proceeded to do so.

I never went back to the Honda dealer. Why? Because the VW sales person related and presented the car to me at a level that was much more important than miles per gallon or 0-60 speed ratings. He talked about how safe it would be for Erica and my wife. I already was comfortable with the technical and financial. He sold me on the personal (in retrospect, if he had asked me earlier, he may have shortened the sales cycle significantly since the Honda didn't have any of the safety features he showed me).

Think about any recent purchase you have made. Think about the reasons you chose the product or service that you chose, no matter how significant or insignificant. You will see that all kinds of personal biases and preferences filter and

influence your decisions. When you are selling, discover what biases and preferences influence the person to whom you are trying to sell and you will sell more.

What do people want when they buy something? Some possibilities are:

more money	see their kids more
more recognition	save money
safety and stability	provide for their family
time	have a competitive advantage
fewer problems	get promoted

Why did you buy this book? What do you want this book to do for you? Get a piece of paper and pencil and answer these questions:

- What do you want professionally and personally?
- What does it mean if you get these things (desire)?
- What if you don't get it or lose what you already have (fear)?

I hope you can see how powerful the items you wrote down are. These are the reasons that people take action and make decisions. If your customers can't see how your offering addresses their fears and desires, they won't buy it. Or, if someone else does a better job in addressing their fears and desires, they will buy from them rather than you.

### **SELLING TO PEOPLE'S DiSC PROFILE AND PREFERENCES**

The first known reference to the study of human behavior goes back to the days of the Greeks and is as true today as it was 5,000 years ago. The DiSC® profile (now offered by Inscape Publishing) has been around since the early 1960s with over 37,000,000 people worldwide using the profile to get insight into their behavior. It is based on Dr. William Marston's studies of "The Emotions of

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Normal People” done in the 1920s. Marston’s studies and findings also influenced the invention of the polygraph machine. In summary, his studies showed that human behavior is:

- Observable
- Situationally-based
- Flexible
- Dynamic

DiSC categorizes human behavior into 4 primary areas or Behavior Styles. We all have all 4 of these, but 1 or 2 tend to be more pronounced than others depending upon the situation, and can change if the situation is different. For example, you might behave differently at work than you do at home, or when you are in a foreign country for the first time vs. someplace you have been many times.

What is critical to understand is even though you may behave differently in different situations, you will behave the same in similar situations. So when you are selling, you will behave the same way. Prospects, when they are buying, will behave, or buy, the same way.

As salespeople, we should be aware that these behavioral traits are one of the factors that drive people to take action. We can help people get what they want, and avoid what they don’t want, on many levels, including—and sometimes most importantly—from a behavioral perspective.